

ORDER



WOOD

Orders
Order / Rev: 218530
Alt Order #:
Product Desc: HOEKSTRA FOR SENATE
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 932 Edwards Ferry Road
 Leesburg, VA 20176

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/02/12	17	\$14,700.00	\$12,495.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	17	\$14,700.00	\$12,495.00	0.00
Totals	17	\$14,700.00	\$12,495.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOOD	10/31/12	11/02/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-- 111--	:30	3	\$900.00	P4	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3			\$900.00			0.00			
N 2	WOOD	11/01/12	11/02/12	6am Daybreak 6am Daybreak	CM	6-7a	--- 11--	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 11--		2			\$400.00			0.00			
N 3	WOOD	10/31/12	11/02/12	Today Show M-F Today Show	CM	658-9a	-- 111--	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3			\$650.00			0.00			
N 4	WOOD	10/31/12	11/01/12	Noon News News 8 @ Noon	CM	12-1p	-- 11---	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 11---		2			\$225.00			0.00			
N 5	WOOD	11/01/12	11/01/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	--- 1---	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--- 1---		1			\$1,150.00			0.00			
N 6	WOOD	10/31/12	11/02/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-- 111--	:30	3	\$2,000.00	P3	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-- 111--		3			\$2,000.00			0.00			

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Advertiser: POL/Pete Hoekstra For Senate
 Product Desc: HOEKSTRA FOR SENATE
 Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WOOD	10/31/12	10/31/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	-- 1 - - - -	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	-- 1 - - - -		1			\$875.00		0.00				
N 8	WOOD	11/01/12	11/01/12	Thur Hour 1 Thursday 8-9p	CM	8-9p	- - - 1 - - -	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - 1 - - -		1			\$750.00		0.00				
N 9	WOOD	11/01/12	11/01/12	WOOD News @430am WOOD News @ 430am	CM	430-5a	- - - 1 - - -	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/29/12	11/04/12	- - - 1 - - -		1			\$25.00		0.00				
Totals														17	\$14,700.00